

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Word World, LLC		05/10/2011	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	General Word L.P.		
Street Address:	405 Lexington Avenue		
Internal Address:	c/o Moses & Singer, The Chrysler Building		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10174		
Entity Type:	LIMITED PARTNERSHIP: CAYMAN ISLANDS		
PROPERTY NUMBERS Total: 32			
Property Type	Number	Word Mark	
Registration Number:	3849023	WORDFRIENDS	
Registration Number:	3868790	WORDFRIENDS	
Registration Number:	3875076	WORDFRIENDS	
Registration Number:	3213818	WHERE WORDS COME ALIVE	
Registration Number:	3139698	WORD WORLD	
Registration Number:	3139699	WORD WORLD WHERE WORDS COME ALIVE	
Registration Number:	3149328	WHERE WORDS COME ALIVE	
Registration Number:	3146109	WORD WORLD	
Registration Number:	3598870	WORD WORLD	
Registration Number:	3612779	WORD WORLD	
Registration Number:	3635656	WHERE WORDS COME ALIVE	
Registration Number:	3598871	WHERE WORDS COME ALIVE	
Registration Number:	3598872	WHERE WORDS COME ALIVE	

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Registration Number:	3643911	WHERE WORDS COME ALIVE
Registration Number:	3445712	WHERE WORDS COME ALIVE
Registration Number:	2949198	WORDTHINGS
Registration Number:	3101154	WORDTHINGS
Registration Number:	3340453	WORD WORLD
Registration Number:	3712506	WORDWORLD
Serial Number:	85052916	DUCK'S ALPHABET
Serial Number:	77476578	WORD THINGS
Serial Number:	77242547	WORDWORLD
Serial Number:	77242555	WORDWORLD
Serial Number:	77241494	WORDWORLD
Serial Number:	77241495	WORDWORLD
Serial Number:	77241519	WORDWORLD
Serial Number:	77241526	WORDWORLD
Serial Number:	77241537	WORDWORLD
Serial Number:	77241559	WORDWORLD
Serial Number:	78946284	WORDFRIENDS
Registration Number:	3612778	WORD WORLD
Registration Number:	3139697	WORD WORLD WHERE WORDS COME ALIVE

CORRESPONDENCE DATA

Fax Number: (212)554-7700
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (212) 554-7626
 Email: mmoore@mosessinger.com, mschorr@mosessinger.com
 Correspondent Name: Matthew P. Moore
 Address Line 1: 405 Lexington Avenue
 Address Line 2: The Chrysler Building
 Address Line 4: New York, NEW YORK 10174

ATTORNEY DOCKET NUMBER:	013113-0102
NAME OF SUBMITTER:	Matthew P. Moore
Signature:	/M Moore/
Date:	05/20/2011

Total Attachments: 6
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is entered into by Word World, LLC, a New York limited liability company, having a place of business located at 40 W. 23rd Street, 6th Floor, New York, NY 10010 ("Assignor"), as assignor, in favor of General Word L.P., a Cayman Islands limited partnership having an address at c/o Moses & Singer LLP, The Chrysler Building, 405 Lexington Avenue, New York, NY 10174, Attn: James M. Sullivan, Esq. (the "Assignee"), as assignee, with reference to the following facts and circumstances:

Assignor and Assignee have entered into that certain Third Amended Asset Purchase Agreement dated as of April 13, 2011 (the "Asset Purchase Agreement"), which, along with the promises contained herein, constitute mutual consideration for the promises herein;

Assignor is the owner of the trademark registrations and applications for registration (the "Trademarks") as shown on the attached Exhibit 1.

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks and related rights as provided in the Asset Purchase Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer unto Assignee all right, title and interest of Assignor in and to the Trademarks, together with (i) the registrations of the Trademarks, (ii) the goodwill of the business symbolized by the Trademarks, as well as its entire right, title and interest in and to any and all common law rights to the Trademarks in the United States or any foreign country, and (iii) any and all claims and demands it may have either at law or in equity arising out of or in connection with any past, present or future infringements or dilution of or damage or injury to the Trademarks or the registrations thereof or such associated goodwill.

Assignor does hereby expressly agree that Assignee may singly, and without assistance or consent from Assignor, undertake procedures to record the transfer of the Trademarks to Assignee in the United States Patent and Trademark Office and in all other government recording offices or agencies charged with recording or registering the Trademarks throughout the world.

At any time and from time to time hereafter, at Assignee's request, Assignor shall take any and all steps and execute, acknowledge and deliver to Assignee any and all future instruments and assurances necessary or expedient in order to vest the aforesaid Trademarks, trademark licenses and trademark interests more effectively in Assignee.

This Assignment may be executed in several counterparts, each of which shall be deemed an original, and all such counterparts shall constitute one and the same instrument.

In testimony whereof, Assignor has caused this Assignment to be executed by its officer(s) thereunto duly authorized.

ASSIGNEE:

GENERAL WORD L.P.
BY: SGGP LLC, ITS GENERAL PARTNER

By: [Signature]
Name: Sachynig Kim
Title: CO-PRESIDENT OF ITS GENERAL PARTNER

ASSIGNOR:

WORD WORLD, LLC

By: [Signature]
Name: Don Moody
Title: CEO

State of New York)

County of) ss

On this 10th day of May, 2011, before me, the undersigned Notary Public, personally appeared Don Moody, who acknowledged that he was the CEO of Word World, LLC and that being duly authorized he signed such instrument as a free act on behalf of said company proved to me through satisfactory evidence of identification, which was/were Drivers License, to be the person whose name is signed on the preceding or attached document, and who swore or affirmed to me that the contents of the document are truthful and accurate to the best of his/her knowledge and belief.

[Signature]
Signature of Notary
My Commission Expires: 5/25/2014

JOCELYN KEYNES
Notary Public, State of New York
No. 02KE6039345
Qualified in New York County
Commission Expires 5/25/2014

State of New York)

County of New York) ss

On this 10th day of May, 2011, before me, the undersigned Notary Public, personally appeared Sachynig Kim, who acknowledged that he was the Co-President of General Word L.P., a Cayman Islands limited partnership and that being duly authorized he signed such instrument as a free act on behalf of said limited partnership proved to me through satisfactory evidence of identification, which was/were a passport, to be the person whose name is signed on the preceding or attached document, and who swore or affirmed to me that the contents of the document are truthful and accurate to the best of his/her knowledge and belief.

[Signature]
Signature of Notary
My Commission Expires: _____

(Seal)
JOSEPH MAUSE
Notary Public, State of New York
No. 01MA6074345
Qualified in Rockland County
Commission Expires May 13, 2013

EXHIBIT 1 TO TRADEMARK ASSIGNMENT

Country	Mark	Reg. or App. No.	Classes
Australia	WORDWORLD	RN 1204303	9 (Electrical and scientific apparatus)
			16 (Paper goods and printed matter)
			28 (Toys and sporting goods)
			41 (Education and entertainment services)
Australia	WORDWORLD	RN 1204304	9 (Electrical and scientific apparatus)
			16 (Paper goods and printed matter)
			28 (Toys and sporting goods)
			41 (Education and entertainment services)
Australia	WORDFRIENDS	RN 1128593	9 (Electrical and scientific apparatus)
			16 (Paper goods and printed matter)
			28 (Toys and sporting goods)
			41 (Education and entertainment services)
Australia	WORDTHINGS	RN 1049740	9 (Electrical and scientific apparatus)
			16 (Paper goods and printed matter)
			28 (Toys and sporting goods)
			41 (Education and entertainment services)
Australia	WHERE WORDS COME ALIVE	RN 1049734	9 (Electrical and scientific apparatus)
			16 (Paper goods and printed matter)
			28 (Toys and sporting goods)
			41 (Education and entertainment services)
Australia	WORD WORLD	RN 1049738	9 (Electrical and scientific apparatus)
			16 (Paper goods and printed matter)
			28 (Toys and sporting goods)
			41 (Education and entertainment services)
Australia	WORD WORLD WHERE	RN 1049739	9 (Electrical and scientific apparatus)
			16 (Paper goods and printed matter)
			28 (Toys and sporting goods)
			41 (Education and entertainment services)
Canada	WORDWORLD Logo (Colour)	AN 136853800	9 (Electrical and scientific apparatus)
			16 (Paper goods and printed matter)
			28 (Toys and sporting goods)
			41 (Education and entertainment services)
Canada	WORDWORLD Logo (B & W)	AN 136854300	9 (Electrical and scientific apparatus)
			16 (Paper goods and printed matter)
			28 (Toys and sporting goods)
			41 (Education and entertainment services)
Canada	WORD WORLD	AN 130678000	9 (Electrical and scientific apparatus)
			16 (Paper goods and printed matter)
			28 (Toys and sporting goods)
			41 (Education and entertainment services)
Canada	WORDTHINGS	AN 130678400	9 (Electrical and scientific apparatus)
			16 (Paper goods and printed matter)
			28 (Toys and sporting goods)
			41 (Education and entertainment services)
Canada	WORDFRIENDS	AN 130678500	9 (Electrical and scientific apparatus)
			16 (Paper goods and printed matter)
			28 (Toys and sporting goods)
			41 (Education and entertainment services)
Community Trademarks	WordWorld	RN 6384721	9 (Electrical and scientific apparatus)
			16 (Paper goods and printed matter)

Country	Mark	Reg. or App. No.	Classes
			28 (Toys and sporting goods)
			41 (Education and entertainment services)
Community Trademarks	WORDFRIENDS	RN 5247201	9 (Electrical and scientific apparatus)
			16 (Paper goods and printed matter)
			28 (Toys and sporting goods)
			41 (Education and entertainment services)
Community Trademarks	WHERE WORDS COME ALIVE	RN 4421012	9 (Electrical and scientific apparatus)
			16 (Paper goods and printed matter)
			28 (Toys and sporting goods)
			41 (Education and entertainment services)
Community Trademarks	WORD WORLD	RN 4421021	9 (Electrical and scientific apparatus)
			16 (Paper goods and printed matter)
			28 (Toys and sporting goods)
			41 (Education and entertainment services)
Community Trademarks	WORD WORLD Where Words Come Alive	RN 4438651	9 (Electrical and scientific apparatus)
			16 (Paper goods and printed matter)
			28 (Toys and sporting goods)
			41 (Education and entertainment services)
Community Trademarks	WORDTHINGS	RN 4420188	9 (Electrical and scientific apparatus)
			16 (Paper goods and printed matter)
			28 (Toys and sporting goods)
			41 (Education and entertainment services)
China	WORDWORLD	RN 6908897	41 (Education and entertainment services)
China	WORDWORLD	RN 6908898	28 (Toys and sporting goods)
China	WORDWORLD	RN 6908899	16 (Paper goods and printed matter)
China	WORDWORLD	RN 6908900	9 (Electrical and scientific apparatus)
Hong Kong	WORDWORLD	AN 301165888	9 (Electrical and scientific apparatus)
			16 (Paper goods and printed matter)
			28 (Toys and sporting goods)
			41 (Education and entertainment services)
Japan	WORDWORLD	RN 5360545	9 (Electrical and scientific apparatus)
			16 (Paper goods and printed matter)
			28 (Toys and sporting goods)
			41 (Education and entertainment services)
South Korea	WORDWORLD	RN 4500318650000	9 (Electrical and scientific apparatus)
			16 (Paper goods and printed matter)
			28 (Toys and sporting goods)
			41 (Education and entertainment services)
			42 (Scientific and technological services)
Taiwan	WORDWORLD	RN 01388666	9 (Electrical and scientific apparatus)
			16 (Paper goods and printed matter)
			28 (Toys and sporting goods)
			41 (Education and entertainment services)
U.S. Federal	WORDFRIENDS	RN 3849023	9 (Electrical and scientific apparatus)
U.S. Federal	WORDFRIENDS	RN 3868790	16 (Paper goods and printed matter)

Country	Mark	Reg. or App. No.	Classes
U.S. Federal	WORDFRIENDS	RN 3875076	41 (Education and entertainment services)
U.S. Federal	WHERE WORDS COME ALIVE	RN 3213818	16 (Paper goods and printed matter)
U.S. Federal	WORD WORLD WHERE WORDS COME ALIVE	RN 3139697	28 (Toys and sporting goods)
U.S. Federal	WORD WORLD	RN 3139698	16 (Paper goods and printed matter)
U.S. Federal	WORD WORLD WHERE WORDS COME ALIVE	RN 3139699	16 (Paper goods and printed matter)
U.S. Federal	WHERE WORDS COME ALIVE	RN 3149328	28 (Toys and sporting goods)
U.S. Federal	WORD WORLD	RN 3146109	28 (Toys and sporting goods)
U.S. Federal	WORD WORLD	RN 3598870	9 (Electrical and scientific apparatus)
U.S. Federal	WORD WORLD	RN 3612778	16 (Paper goods and printed matter)
U.S. Federal	WORD WORLD	RN 3612779	28 (Toys and sporting goods)
U.S. Federal	WHERE WORDS COME ALIVE	RN 3635656	9 (Electrical and scientific apparatus)
U.S. Federal	WHERE WORDS COME ALIVE	RN 3598871	16 (Paper goods and printed matter)
U.S. Federal	WHERE WORDS COME ALIVE	RN 3598872	28 (Toys and sporting goods)
U.S. Federal	WHERE WORDS COME ALIVE	RN 3643911	41 (Education and entertainment services)
U.S. Federal	WHERE WORDS COME ALIVE	RN 3445712	41 (Education and entertainment services)
U.S. Federal	WORDTHINGS	RN 2949198	28 (Toys and sporting goods)
U.S. Federal	WORDTHINGS	RN 3101154	16 (Paper goods and printed matter)
U.S. Federal	WORD WORLD	RN 3340453	41 (Education and entertainment services)
U.S. Federal	WORDWORLD	RN 3712506	41 (Education and entertainment services)
U.S. Federal	DUCK'S ALPHABET	AN 85052916	41 (Education and entertainment services)
U.S. Federal	WORD THINGS	AN 77476578	9 (Electrical and scientific apparatus)
U.S. Federal	WORDWORLD	AN 77242547	41 (Education and entertainment services)
U.S. Federal	WORDWORLD	AN 77242555	41 (Education and entertainment services)
U.S. Federal	WORDWORLD	AN 77241494	9 (Electrical and scientific apparatus)
U.S. Federal	WORDWORLD	AN 77241495	16 (Paper goods and printed matter)
U.S. Federal	WORDWORLD	AN 77241519	9 (Electrical and scientific apparatus)
U.S. Federal	WORDWORLD	AN 77241526	16 (Paper goods and printed matter)
U.S. Federal	WORDWORLD	AN 77241537	28 (Toys and sporting goods)
U.S. Federal	WORDWORLD	AN 77241559	28 (Toys and sporting goods)
U.S. Federal	WORDFRIENDS	AN 78946284	28 (Toys and sporting goods)